



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency/T-Code
Buyer
Salesperson

Pol/Iss/American Crossroads (13324)
Mentzer Media Services, Inc. (3427)/833926
CLOYD, ELISE
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Issue (1068)
AMERICAN CROSSROADS (109861)
National/Political
1773/06225761

Invoice 643100
Inv Date 10/28/2012
Terms Net 30
Contract 321188
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:28PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 10:22AM (Tu)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 10:41AM (Tu)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 10:24AM (We)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 10:46AM (We)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 10:22AM (Th)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 10:45AM (Th)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 10:15AM (Fr)	00:30	FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 10:52AM (Fr)	00:30	FLSNTV03ACH	\$500.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 11:29AM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 11:59AM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 11:59AM (We)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 10:58AM (Th)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 11:59AM (Th)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 10:58AM (Fr)	00:30	FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 11:43AM (Fr)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 12:13PM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 12:56PM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 12:18PM (We)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 12:52PM (We)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 12:22PM (Th)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 12:56PM (Th)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 12:21PM (Fr)	00:30	FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM-1:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 12:55PM (Fr)	00:30	FLSNTV03ACH	\$1000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 6:22PM (Tu)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 6:28PM (Tu)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 6:00PM (We)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 6:12PM (We)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 6:00PM (Th)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 6:12PM (Th)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 6:22PM (Fr)	00:30	FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM-6:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 6:27PM (Fr)	00:30	FLSNTV03ACH	\$3000.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 7:02PM (Tu)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 7:24PM (Tu)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 6:59PM (We)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 7:24PM (We)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 6:59PM (Th)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 7:14PM (Th)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 7:05PM (Fr)	00:30	FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM-7:30:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 7:25PM (Fr)	00:30	FLSNTV03ACH	\$3600.00	



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Mentzer Media Services, Inc.
600 Fairmount Avenue
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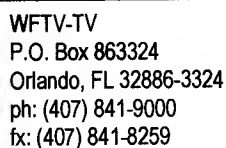
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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 7:29PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/02/12 7:53PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 7:48PM (We)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/03/12 7:53PM (We)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/04/12 7:44PM (Th)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/05/12 7:53PM (Fr)	00:30		FLSNTV03ACH	\$3600.00	
7.0	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1, F-1	10/02/12 12:02AM (Tu)	00:30		FLSNTV03ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1, F-1	10/04/12 11:52PM (Th)	00:30		FLSNTV03ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1, F-1	10/05/12 12:04AM (Fr)	00:30		FLSNTV03ACH	\$800.00	
8.0	Spot	8:00:00PM- 9:00:00PM	Day, F-1	10/05/12 8:20PM (Fr)	00:30		FLSNTV03ACH	\$3500.00	
9.0	Spot	12:00:00PM-12:30:00PM	Day, Sa-1	10/06/12 12:09PM (Sa)	00:30		FLSNTV03ACH	\$600.00	
10.0	Spot	7:00:00PM- 8:00:00PM	Day, Sa-2	10/06/12 7:20PM (Sa)	00:30		FLSNTV03ACH	\$1200.00	
10.0	Spot	7:00:00PM- 8:00:00PM	Day, Sa-2	10/06/12 7:28PM (Sa)	00:30		FLSNTV03ACH	\$1200.00	
11.0	Spot	8:00:00PM-11:00:00PM	Day, Sa-1	10/06/12 11:01PM (Sa)	00:30		FLSNTV03ACH	\$5500.00	
12.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-3	10/07/12 6:39AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-3	10/07/12 6:54AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-3	10/07/12 7:28AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
13.0	Spot	12:00:00PM-12:30:00PM	Day, Su-1	10/07/12 12:13PM (Su)	00:30		FLSNTV03ACH	\$600.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-2	10/07/12 5:59PM (Su)	00:30		FLSNTV03ACH	\$2000.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-2	10/07/12 6:10PM (Su)	00:30		FLSNTV03ACH	\$2000.00	
15.0	Spot	7:00:00PM- 8:00:00PM	Day, Su-1	10/07/12 7:22PM (Su)	00:30		FLSNTV03ACH	\$3500.00	
16.0	Spot	11:30:00PM-12:00:00AM	Day, Su-1	10/07/12 11:53PM (Su)	00:30		FLSNTV03ACH	\$900.00	
17.0	Spot	10:00:00AM-11:00:00AM	Day, M-2	10/08/12 10:17AM (Mo)	00:30		FLSNTV03ACH	\$500.00	
17.0	Spot	10:00:00AM-11:00:00AM	Day, M-2	10/08/12 10:50AM (Mo)	00:30		FLSNTV03ACH	\$500.00	
18.0	Spot	11:00:00AM-12:00:00PM	Day, M-2	10/08/12 10:59AM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
18.0	Spot	11:00:00AM-12:00:00PM	Day, M-2	10/08/12 11:33AM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00PM	Day, M-2	10/08/12 12:49PM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00PM	Day, M-2	10/08/12 12:52PM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
20.0	Spot	6:00:00PM- 6:30:00PM	Day, M-2	10/08/12 6:24PM (Mo)	00:30		FLSNTV03ACH	\$3000.00	
20.0	Spot	6:00:00PM- 6:30:00PM	Day, M-2	10/08/12 6:27PM (Mo)	00:30		FLSNTV03ACH	\$3000.00	
21.0	Spot	7:00:00PM- 7:30:00PM	Day, M-2	10/08/12 7:05PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
21.0	Spot	7:00:00PM- 7:30:00PM	Day, M-2	10/08/12 7:29PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00PM	Day, M-2	10/08/12 7:43PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00PM	Day, M-2	10/08/12 7:48PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day, M-1	10/08/12 11:53PM (Mo)	00:30		FLSNTV03ACH	\$800.00	
24.0	Spot	8:00:00PM-10:00:00PM	Day, M-1	10/08/12 8:00PM (Mo)	00:30		FLSNTV03ACH	\$12000.00	
26.0	Spot	6:00:00AM- 9:00:00AM	Day, Sa-1	10/06/12 6:45AM (Sa)	00:30		FLSNTV03ACH	\$1000.00	
27.0	Spot	6:00:00PM- 6:30:00PM	Per week (1), Su	10/07/12 6:28PM (Su)	00:30		FLSNTV03ACH	\$3000.00	M/G For 25.0.1
28.0	Spot	6:00:00AM- 9:00:00AM	Day, Sa-2, Su-1	10/06/12 6:24AM (Sa)	00:30		FLSNTV03ACH	\$1500.00	



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AqM

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OFFICIAL BILLING INVOICE

Orlando (WFTV)

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$175,500.00	Total Spots	83
Commission	(\$26,325.00)		
Net Total	\$149,175.00		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.